

October 24, 2010

TO: Miranda Paster, Office of the City Clerk

FROM: Kerry Morrison, Executive Director, HPOA

SUBJECT: Third Quarter Report: July 1, 2010 through September 30, 2010

As is required in our Agreement with the City of Los Angeles, I am submitting our Third Quarter Report to summarize key activities of the Hollywood Entertainment District.

I. Operational Issues

- Staff moved into their new office in Suite 414 on July 16, 2010.
- The All Property Owners Meeting was held on July 22, 2010 at the Kress; this was in lieu of the regular monthly board meeting. Speakers at the meeting included Captain Beatrice Girmala, Josh Williams of BW Research and Kerry Morrison. Approximately 50 property owners and interested parties attended
- During this quarter, the Nominating Committee announced a slate of new directors for the coming year and this list was mailed to all the property owners in late August. The slate is: Chris Bonbright, Michael Gargano, John Lyons, Galo Medina and Louis Pellicia.
- Staff presented the board with a draft copy of a whistleblower policy for their consideration at the August meeting; this is a recommended policy for nonprofit organizations to have as a result of Sarbanes-Oxley. The board voted to approve the policy at their 9-16-10 meeting.

II. Security

- During this time, as part of the council district's "community impact team" initiative, enforcement commenced against illegal street furniture, A-frame signs and related items placed on the public right-of-way without a permit.
- BID Staff and the BID Security supervisors commenced meetings with representatives from My Friend's Place, an organization which serves runaway and homeless youth, to problem-solve around tensions that have been surfacing between some of the youth and BID Security. On

July 21, a meeting was held with all the staff from MFP in the security office to address some mis-perceptions about a recent arrest incident. Subsequent to this, in the interests of opening up all channels of communication, meetings began with representatives from Public Counsel to forge a plan to both educate the youth as to their rights and obligations on the public right-of-way, and also to raise awareness amongst the BID security officers about the backgrounds and issues faced by the youth.

- Meetings commenced in August with the Los Angeles County Sheriff's Department, LAPD, the security at the W Hotel, Metro representatives and BID security to talk about an uptick in criminal and aggressive behaviors at the Vine Metro Plaza. The LA County Sheriff's agreed to step up their enforcement, both in uniform and undercover, to tackle the issues. In September, all parties agreed on language for three signs to be posted by W Hotel security on the plaza, which will warn against enforcement for loitering, trespassing and aggressive begging. Further, discussions began around the idea of creating food vendors to "positively activate" the plaza to discourage illegal behaviors.
- With respect to the enforcement actions relative to the costumed characters, an attorney retained by four of the characters filed a request for a temporary restraining order against the city of LA, to stop enforcement of the various laws for which several characters had been arrested. The judge denied the TRO in September.
- During this period, staff participated in a newly formed outreach group (HOT for Hollywood Outreach Team) , intended to reach back out to homeless individuals identified during the April Homeless Registry and connect them with housing resources, when available. The HOT team began to tackle the 50 homeless veteran's identified on the registry, as the VA has expressed a commitment to house vets in the Los Angeles area.
- At the end of this period, BID security had made 714 arrests YTD. Approximately 54% were for drinking in public. Additionally, the security team has made 2,605 business contacts year to date and 531 referrals to social service agencies.

III. Streetscape

- A working group of four board members was formed to analyze the CRA's draft Urban Design Guidelines in depth, and to advise CRA on issues that impacted the entire BID area (not just specific properties)
- In preparation for the Side/Back Streets tree planting project, staff contacted the owners of the Sunset & Vine Apartments to offer the opportunity for the BID to replace their six dead trees along Selma, at their direct cost. They would take advantage of the economies of scale in piggybacking on the larger Hollywood BID tree planting project. They agreed to reimburse the HED \$4,400 to pay for the trees. Tree planting actively commenced in mid-September, and is expected to be complete in early October. The overall project cost, including the Sunset trees, is approximately \$62,800.

- The Hollywood BID supported the “Streets to Feet” project September 17-23 by loaning the “Hollywood Public Patio” furniture to the effort, so they could make a temporary pedestrian plaza at Hudson and Hollywood.

IV. Marketing Issues

- The survey research firm conducted 10 investor interviews during the month of July. A preliminary report was presented to the All Property Owners Meeting which was held on July 22. In August, the board received a copy of the executive summary for their review.
- The Board authorized \$5,000 to support the LOHO project, in development by the Hollywood Chamber with LA Inc. LOHO stands for “Locals Only Hollywood Offer” and is intended to create incentives for local customers to patronize Hollywood businesses during the off season. The program was intended to be sponsored in October, but will now be pushed into 2011.
- HED staff worked with Neelura Bell at the CRA over this period, to prepare a presentation for consideration by Chris Essel, CRA CEO and senior staff, on the concept of creating a dedicated retail recruitment staff person for Hollywood. The presentation was delivered by John Tronson on August 25, 2010.
- The Hollywood Visitors Guide and Map for 2011 was completed, on budget, and submitted to the printer in late August. It was distributed to marketing partners in early September.

V. Other

- The Hollywood Entertainment District has been added as a defendant in a slip-fall incident that occurred on May 4, 2009 in front of the Galaxy Complex (7021 Hollywood Blvd). The plaintiff is suing the city, Clean Street, the Chamber and the property owner. An attorney has been assigned by the HPOA’s insurance company, and the board was briefed at their August meeting.
- On July 14, 2010, Kerry Morrison travelled to San Diego, at the request of PATH, to testify as to the character of the organization as they are vying to secure a contract with the city to manage a permanent supportive housing facility for the homeless in downtown San Diego.
- During this time, Kerry Morrison has been serving on the Los Angeles Chamber/United Way Business Leaders Task Force to End Homelessness. A task force report is slated to be issued in November of 2010.